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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Thomas Mark Levergood et al.
Appl. No.: 09/548,235
Filed: April 12, 2000
Title: WEB ADVERTISING METHOD
Art Unit: 2155
Examiner: P. Winder
Docket No.: 113948-026

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Technology Center 2100

Commissioner for Patents
Washington, DC 20231

#13
LDJ
9-9-02

RESPONSE TO OFFICE ACTION

Sir:

In response to the Office Action dated May 2, 2002, please amend the above-identified patent application as follows:

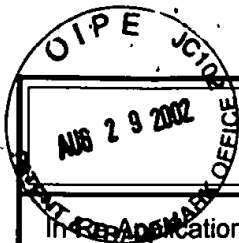
In the Specification:

Please insert the following paragraph at line 21 of page 7:

In an embodiment of the invention, information such as the access history may be used to charge for advertising. For example, advertising charges could be based on link traversals from an advertising page to a product page or based on purchases or transactions resulting from a path including an advertisement.

REMARKS

The present amendment and remarks are in response to the non-final Office Action entered in the above identified case and mailed on May 5, 2002. According to the Examiner a Supplemental Oath or Declaration is required under 37 CFR §1.67 because the application presents a claim for subject matter not originally claimed or embraced in the statement of the invention. The Examiner also objects to the Summary of the Invention portion of the Specification for failing to be commensurate with the scope of the claims. Claims 1-12 are



EAU 2155

**TRANSMITTAL LETTER
(General - Patent Pending)**

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Docket No.
113948-026

In Re Application Of: **Thomas Mark Levergood et al.**

Serial No.
09/548,235

Filing Date
04/12/00

Examiner
P. Winder

Group Art Unit
2155

Title: **WEB ADVERTISING METHOD**

TO THE ASSISTANT COMMISSIONER FOR PATENTS:

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Transmitted herewith is:

SEP 04 2002

Response to Office Action (12 Pages); and Return Receipt Postcard.

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in the above identified application.

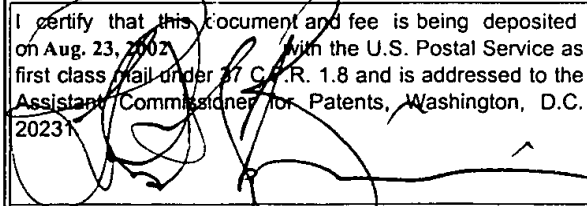
- ☒ No additional fee is required.
- ☐ A check in the amount of _____ is attached.
- ☒ The Assistant Commissioner is hereby authorized to charge and credit Deposit Account No. **02-1818** as described below. A duplicate copy of this sheet is enclosed.
- ☐ Charge the amount of _____
- ☒ Credit any overpayment.
- ☒ Charge any additional fee required.


Signature

Dated: **August 23, 2002**

**Jeffrey H. Canfield, Esq. (38,404)
Bell, Boyd & Lloyd LLC
P.O. Box 1135
Chicago, Illinois 60690-1135
Telephone: (312) 807-4233**

I certify that this document and fee is being deposited on Aug. 23, 2002 with the U.S. Postal Service as first class mail under 39 C.F.R. 1.8 and is addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231


Signature of Person Mailing Correspondence

Robert J. Buccieri

Typed or Printed Name of Person Mailing Correspondence

CC: